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CLAIM AMENDMENTS

1. (Currently amended) A descriptive-profile mercantile method, for use at a juncture in a data-communications topology having associated therewith a maintained databank of partial profiles, the method including the steps of:

a) from a entity who owns or represents a right to multiple profiles, electronically receiving a transaction having therein a first partial profile of a single visitor to the entity, said transaction including real-time access to the single visitor wherein an identifier is recognized or placed on the single visitor;

b) using the first partial profile, electronically searching a databank having a plurality of second partial profiles, wherein is included in said databank at least one null profile so that said electronic searching will always yield at least one proximate second partial profile to the first partial profile;

c) i) between the entity and the databank, electronically contracting for a royalty payment for the databank to own or represent a right to a first mutually agreed portion of the first partial profile, and substantially thereafter said databank incorporating the agreed portion of the first profile into at least one second partial profile; or

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ii) between the entity and the databank, electronically contracting for a

royalty payment for the entity to own or represent a right to a second mutually

agreed portion of at least one said proximate second partial profile, and substantially

thereafter the databank transmitting to the user entity the second mutually agreed

portion of the second profile.

2. (Previously presented) The method according to claim 1 wherein electronically

receiving a transaction includes extracting at least one predetermined key portion of the

first partial profile, wherein at least one of these extracted predetermined key portions is

then used as the first partial profile for the electronic searching of the databank.

3. (Previously presented) The method according to claim 2 wherein extracting includes

constructing at least one composite key for the electronic searching of the databank using a

combinatorial of at least two of the predetermined key portions of the first partial profile.

4. (Previously presented) The method according to claim 1 wherein electronically

contracting includes selecting a pricing structure according to a rating of the entity.

5. (Previously presented) The method according to claim 1 wherein electronically

contracting a right includes accepting an obligation to pay for substantially each use or

transfer of the agreed portion.

6. (Original) The method according to claim 1 wherein incorporating the agreed portion

includes assigning a credibility weighting to the agreed portion of the first profile.

7. (Original) The method according to claim 6 wherein incorporating includes convoluting

the assigned credibility weighting of the first profile with a pre-existing credibility

weighting of a substantially like agreed portion of a proximate second profile; and storing

the convoluted new credibility weighting for the agreed portion in the databank.

8. (Previously presented) The method according to claim 7 wherein electronically

contracting includes selecting a pricing structure according to a result of a computation

comparing the new credibility weighting with the pre-existing credibility weighting.

9. (Previously presented) The method according to claim 1 wherein electronically

receiving a transaction includes consulting an external database.

10. (Previously presented) The method according to claim 1 further including

i) electronically searching at least one external database for a partial profile or portion

    thereof which complements a at least one second partial profile of the databank, and

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ii) between the database and the databank, electronically contracting for the databank to own or represent a right to a first mutually agreed portion of the complementing first partial profile, and substantially thereafter said databank incorporating the agreed portion of the first profile into at least one second partial profile.

11. (Currently amended) A computer program product including a computer usable medium having computer readable program code embodied therein for facilitating descriptive profile mercantile activities, the computer readable program code including:

a)   first computer readable program code for causing a computer to receive a transaction from a entity who owns or represents a right to multiple profiles, the transaction having therein a first partial profile <u>of a single visitor to the</u> <u>entity, said transaction including real-time access to the single visitor wherein an</u> <u>identifier is recognized or placed on the single visitor</u>;

b)   tied to the first computer readable program code, second computer readable program code for causing the computer to use the first partial profile to search a databank having a plurality of second partial profiles, wherein is included in said databank at least one null profile so that said searching will always yield at least one proximate second partial profile to the first partial profile; and

c)   tied to the second computer readable program code, third computer readable

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program code:

i)   for causing the computer to contract for a royalty payment between the entity and the

databank for the databank to own or represent a right to a first mutually agreed portion of

the first partial profile, and substantially thereafter for said databank to incorporate the

agreed portion of the first profile into at least one second partial profile; or

ii)   for causing the computer to contract for a royalty payment between the entity and the

databank for the entity to own or represent a right to a second mutually agreed portion

of at least one said proximate second partial profile, and substantially thereafter for the

databank to transmit to the entity the second mutually agreed portion of the second

profile.

12. (Currently amended) A program storage device readable by machine, tangibly

embodying a program of instructions executable by the machine to perform method steps

for a descriptive-profile mercantile method, for use at a juncture in a data-communications

topology having associated therewith a maintained databank of partial profiles, said method

steps including:

a)   from a entity who owns or represents a right to multiple profiles, receiving a transaction

having therein a first partial profile of a single visitor to the entity, said transaction

including real-time access to the single visitor wherein an identifier is recognized or

<u>placed on the single visitor</u>;

b) using the first partial profile, searching a databank having a plurality of second partial profiles, wherein is included in said databank at least one null profile so that said searching will always yield at least one proximate second partial profile to the first partial profile;

c) i) between the entity and the databank, contracting for a royalty payment for the databank to own or represent a right to a first mutually agreed portion of the first partial profile, and substantially thereafter said databank incorporating the agreed portion of the first profile into at least one second partial profile; or

ii) between the entity and the databank, contracting for a royalty payment for the entity to own or represent a right to a second mutually agreed portion of at least one said proximate second partial profile, and substantially thereafter the databank transmitting to the entity the second mutually agreed portion of the second profile.

13. (Currently amended) A computer system for facilitating a descriptive-profile mercantile method, the system including:

a) a computer installed at a juncture in a data-communications topology;

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b) associated with said computer, a storage device for keeping a maintained

databank of partial profiles; and

c) associated with the internal functionality components of the computer,

appurtenances for performing method steps including:

i) from a entity who owns or represents a right to multiple profiles, receiving

a transaction having therein a first partial profile of a single visitor to the entity, said

transaction including real-time access to the single visitor wherein an identifier is

recognized or placed on the single visitor;

ii)   using the first partial profile, searching a databank having a plurality of second

partial profiles, wherein is included in said databank at least one null profile so that said

searching will always yield at least one proximate second partial profile to the first partial

profile;

iii) (1) between the entity and the databank, contracting for a royalty payment

for the databank to own or represent a right to a first mutually agreed portion of the

first partial profile, and substantially thereafter said databank incorporating the

agreed portion of the first profile into at least one second partial profile; or

(2) between the entity and the databank, contracting for a royalty payment for

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the entity to own or represent a right to a second mutually agreed portion of at

least one said proximate second partial profile, and substantially thereafter the

databank transmitting to the entity the second mutually agreed portion of the

second profile.